



## PATRICIA URQUIOLA COLLABORATES WITH BOLON

BOLON is proud and honored to finally share the news that they are introducing a collaboration collection, together with the influential architect and designer, Patricia Urquiola. The Swedish design company has for a long-time admired Patricia's designs.

"For many years both me and Marie have dreamt of doing something together with Patricia. Her aesthetic appeals to us and it really is a dream come true to introduce the BOLON by Patricia Urquiola collection to the world. Her great sense for colors is something that reflects the collection and it's a new palette that we haven't worked with before, which is a great complement to our existing range. We are proud to add Patricia to our portfolio of BOLON friends," says Annica Eklund Chief Creative Officer at BOLON.

While working on the collection, Patricia found a resemblance between the weaving technique of Bolon flooring and the Japanese tradition of Sashiko stitches. By developing, experimenting and combining Bolon with Sashiko, the colors, patterns and designs came naturally. BOLON by Patricia Urquiola is a high-end design collection with soft colors, characteristic stitching details and patch-like patterns.

"Sashiko means craftsmanship, a sense of materiality. When we started to work on this collection, we wanted to give the flooring a more authentic feel. We started researching as we do for all textiles but applied the approach to weaving techniques. We wanted to communicate coziness, a feeling of warmth, and Sashiko came up as the leading concept for the collection. I think it worked out really well," says Patricia Urquiola.

BOLON by Patricia Urquiola consists of one design that comes in four colors; grey, beige with blue details, a clay colored pink and a calm green. The flooring comes in roll, is made in Sweden, contains recycled material, is easy to maintain, has a high-performance classification 33 Heavy commercial, and a 15-year warranty.

The collection is available from the 7th of September worldwide, and is a perfect flooring for office spaces, hotels, or other areas with room for crafted details. The characteristic three-dimensional look of BOLON flooring adds

# BOLON

Bolon HQ: Industrivägen 12, 523 90 Ulricehamn, Sweden  
bolon.com | info@bolon.com | +46 321 530 400

### ABOUT BOLON

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces. It is a third-generation family business run by sisters Annica and Marie Eklund. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with clients such as Armani, Google, Four Seasons Hotels, Chanel, Adidas, Apple and Missoni Home. With a strong commitment to sustainability, Bolon designs and manufactures all its products at a facility in Ulricehamn in Sweden. The company is recognised worldwide for its award-winning flooring and its collaborations with some of the world's most acclaimed innovators and creatives. [bolon.com](http://bolon.com)

For more information, please contact: **Carmencita Lundsten**  
Tel: +46 321 530 514, [carmencita.lundsten@bolon.com](mailto:carmencita.lundsten@bolon.com)